



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

SECOND QUARTER
2004 VOLUME XII

A Digest of Statistical Information on the Nevada Tourism Industry



Governor
Kenny C. Guinn

Lt. Governor • Chair
Lorraine T. Hunt

Nevada Commission on Tourism

Commissioners
Chris Barnbeck
Jeff B. Beckelman
Manuel J. Cortez
Van V. Heffner
Irwin Kishner
John F. Marz
Punam Mathur
Ray Pearson
Chuck Scharer
Ferenc Szony

Executive Director
Bruce C. Bommarito

A Quarterly Report Published by :
Nevada Commission on Tourism

Research and Analysis
David Peterson
Casandra Mellow

Graphic Designer
Margie Enlow

Address
401 North Carson Street
Carson City, NV 89701

Phone
775.687.4322
800.237.0774

Fax
775.687.6779

Website
www.travelnevada.com



NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2002	2003	PERCENT CHANGE
July	4,146,569	4,327,012	4.4%
August	4,412,064	4,452,907	0.9%
September	3,838,603	3,950,159	2.9%
October	4,104,048	4,230,163	3.1%
November	3,796,056	3,810,779	0.4%
December	3,568,410	3,694,924	3.5%

MONTH	2003	2004	PERCENT CHANGE
January	3,932,104	4,084,046	3.9%
February	3,785,986	3,969,395	4.8%
March	4,159,209	4,505,005	8.3%
April	3,994,373	4,392,480	10.0%
May	4,173,448	4,382,698	5.0%
June	4,092,173	4,128,505	0.9%
TOTAL	48,003,042	49,928,072	4.0%

Second Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	8,925,740	9,508,688	6.5%
Laughlin	1,078,744	1,033,464	(4.2%)
Mesquite	446,702	451,769	1.1%
Washoe County	1,224,999	1,295,300	5.7%
All other counties	583,809	614,461	5.3%
TOTAL (State)	12,259,994	12,903,682	5.3%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2002	2003	PERCENT CHANGE
July	195,915	308,973	57.7%
August	500,729	610,258	21.9%
September	310,270	337,330	8.7%
October	451,498	620,304	37.4%
November	620,829	561,819	(9.5%)
December	143,724	177,543	23.5%

MONTH	2003	2004	PERCENT CHANGE
January	947,106	874,521	(7.7%)
February	803,504	911,438	13.4%
March	658,327	702,567	6.7%
April	426,082	527,869	23.9%
May	465,798	566,569	21.6%
June	487,190	394,528	(19.0%)
TOTAL	6,010,972	6,593,719	9.7%

Second Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	1,212,279	1,255,551	3.6%
Laughlin	42,995	46,726	8.7%
Washoe County	43,924	96,911*	120.6%
All other counties	79,872	89,778	12.4%
TOTAL (State)	1,379,070	1,488,966	8.0%

*International Reading Assn took place in April 2004 and Festival Sports Inc. took place in June 2004.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2002	2003	NET CHANGE
July	81.8%	85.3%	3.5
August	86.5%	87.5%	1.0
September	78.0%	80.4%	2.4
October	81.1%	83.3%	2.2
November	75.8%	76.3%	0.5
December	69.5%	71.0%	1.5

MONTH	2003	2004	NET CHANGE
January	76.2%	78.7%	2.5
February	81.8%	82.4%	0.6
March	81.3%	88.1%	6.8
April	81.3%	88.8%	7.5
May	82.2%	86.0%	3.8
June	83.6%	84.9%	1.3
MONTHLY AVG	79.9%	82.7%	2.8

Second Quarter 2004 Area Highlights

AREA	2003	2004	NET CHANGE
Clark County:			
Las Vegas	85.9%	90.8%	4.9
Laughlin	83.9%	81.0%	(2.9)
Mesquite	92.4%	89.5%	(2.9)
Lake Tahoe*	77.1%	82.6%	5.5
Washoe County	68.4%	73.9%	5.5
All other counties	65.8%	66.4%	0.6
QUARTER AVG (State)	82.4%	86.6%	4.2

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

**References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

Room Nights Occupied

The number of room nights occupied.

MONTH	2002	2003	PERCENT CHANGE
July	4,442,226	4,676,487	5.3%
August	4,691,995	4,792,408	2.1%
September	4,099,179	4,273,661	4.3%
October	4,403,445	4,552,951	3.4%
November	3,981,415	4,050,656	1.7%
December	3,778,679	3,939,737	4.3%

MONTH	2003	2004	PERCENT CHANGE
January	4,142,701	4,324,838	4.4%
February	4,023,655	4,231,083	5.2%
March	4,431,007	4,841,883	9.3%
April	4,288,089	4,719,360	10.1%
May	4,478,372	4,721,077	5.4%
June	4,443,754	4,499,986	1.3%
TOTAL	51,204,517	53,624,127	4.7%

Second Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	9,991,417	10,695,220	7.1%
Laughlin	826,245	795,477	(3.7%)
Mesquite	238,450	235,819	(1.1%)
Lake Tahoe*	167,002	178,178	6.7%
Washoe County	1,281,613	1,337,961	4.4%
All other counties	705,489	697,769	(1.1%)
TOTAL (State)	13,210,216	13,940,424	5.5%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2002	2003	PERCENT CHANGE
July	175,094	176,788	1.0%
August	174,968	176,775	1.0%
September	175,191	177,080	1.1%
October	175,065	176,409	0.8%
November	175,156	177,044	1.1%
December	175,383	178,893	2.0%

MONTH	2003	2004	PERCENT CHANGE
January	175,360	177,367	1.1%
February	175,754	176,994	0.7%
March	175,898	177,196	0.7%
April	175,869	177,136	0.7%
May	175,811	177,184	0.8%
June	177,140	176,644	(0.3%)
END OF PERIOD	177,140	176,644	(0.3%)

Second Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	128,424	128,992	0.4%
Laughlin	10,817	10,743	(0.7%)
Mesquite	2,945	2,897	(1.6%)
Lake Tahoe*	2,374	2,371	(0.1%)
Washoe County	20,806	20,088	(3.5%)
All other counties	11,774	11,553	(1.9%)
END OF PERIOD (State)	177,140	176,644	(0.3%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2004.

**References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2002	2003	PERCENT CHANGE
July	\$1,128,249	\$1,107,995	(1.8%)
August	978,295	961,990	(1.7%)
September	907,765	1,014,236	11.7%
October	1,039,372	1,126,403	8.4%
November	961,018	1,034,928	7.7%
December	1,071,785	1,136,821	6.1%

MONTH	2003	2004	PERCENT CHANGE
January	925,652	989,470	6.9%
February	723,136	835,355	15.5%
March	975,784	1,218,888	24.9%
April	998,602	1,172,335	17.4%
May	1,124,932	1,404,641	24.9%
June	1,040,565	1,302,444	25.2%
TOTAL	\$11,875,153	\$13,305,505	12.1%

Second Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County	\$2,830,411	\$3,513,763	24.1%
Washoe County	210,718	243,070	15.4%
Douglas County*	59,253	52,686	(11.1%)
Elko County	27,493	29,586	7.6%
Carson City	8,559	9,673	13.0%
All other counties	27,664	30,643	10.8%
TOTAL (State)	\$3,164,098	\$3,879,420	22.6%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2002	2003	PERCENT CHANGE
July	\$804,345,000	\$825,477,000	2.6%
August	839,525,000	813,625,000	(3.1%)
September	809,959,000	841,540,000	3.9%
October	807,222,000	819,473,000	1.5%
November	732,338,000	763,732,000	4.3%
December	775,231,000	767,315,000	(1.0%)

MONTH	2003	2004	PERCENT CHANGE
January	844,898,000	882,081,000	4.4%
February	756,079,000	875,956,000	15.9%
March	834,665,000	930,332,000	11.5%
April	744,666,000	826,933,000	11.1%
May	805,766,000	908,242,000	12.7%
June	809,105,000	855,462,000	5.7%
TOTAL	\$9,563,799,000	\$10,110,168,000	5.7%

Second Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:	\$1,916,285,000	\$2,132,023,000	11.3%
Strip	1,168,500,000	1,304,631,000	11.7%
Downtown	160,217,000	166,996,000	4.2%
Laughlin	135,870,000	145,636,000	7.2%
Mesquite	27,634,000	29,087,000	5.3%
County balance	424,064,000	485,673,000	14.5%
Washoe County	257,062,000	259,350,000	0.9%
Lake Tahoe*	74,294,000	79,128,000	6.5%
Elko County	55,776,000	57,137,000	2.4%
Carson Valley Area	25,378,000	27,838,000	9.7%
All other counties	30,742,000	35,161,000	14.4%
TOTAL (State)	\$2,359,537,000	\$2,590,637,000	9.8%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2002	2003	PERCENT CHANGE
July	3,539,693	3,768,448	6.5%
August	3,753,345	3,764,074	0.3%
September	3,269,814	3,417,084	4.5%
October	3,563,399	3,708,376	4.1%
November	3,105,815	3,402,428	9.6%
December	3,129,301	3,363,963	7.5%

MONTH	2003	2004	PERCENT CHANGE
January	3,228,902	3,415,339	5.8%
February	3,125,471	3,544,164	13.4%
March	3,587,422	4,190,826	16.8%
April	3,307,726	4,076,185	23.2%
May	3,455,353	4,082,333	18.1%
June	3,570,039	4,086,737	14.5%
TOTAL	40,636,280	44,819,957	10.3%

Second Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,011,440	10,673,541	18.4%
Reno/Tahoe Int.	1,115,476	1,309,946	17.4%
North Las Vegas	102,535	167,099	63.0%
Laughlin/Bullhead Int.	37,526	42,785	14.0%
Elko Airport	49,735	34,576	(30.5%)
Henderson Exec. Airport	16,406	17,308	5.5%
TOTAL (State)	10,333,118	12,245,255	18.5%

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2002	2003	PERCENT CHANGE
July	2,915,015	2,348,245†‡	(19.4%)
August	3,161,516	2,845,157†‡	(10.0%)
September	2,577,048	2,422,030†‡	(6.0%)
October	2,507,870	2,447,412†‡	(2.4%)
November	2,280,523	2,197,551†‡	(3.6%)
December	1,599,558*	2,316,728	44.8%

MONTH	2003	2004	PERCENT CHANGE
January	1,294,131*†‡	2,231,309	72.4%
February	1,504,901‡	2,218,828	47.4%
March	1,730,333†‡	2,579,778	49.1%
April	1,672,110†‡	2,453,796	46.7%
May	1,992,927†‡	2,618,141	31.4%
June	2,152,049†‡	2,761,906	28.3%
TOTAL	25,387,981	29,440,881	16.0%

Second Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
I-15 at Primm/Jean	1,712,178	1,790,846	4.6%
I-15 at Mesquite	1,003,586	958,951	(4.4%)
I-80 at Verdi	1,334,217	1,334,550	0.0%
I-80 at Wells	—†	71,117	—
All other entry points	1,767,105‡	3,678,379	108.2%
TOTAL (State)	5,817,086†‡	7,833,843	34.7%

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to construction on Interstate 15 at Primm/Jean, the traffic totals for December 2002 and part of January 2003 do not contain any data.

†Due to counter failure on Interstate 80 at Wells, the traffic totals for January and March through November 2003 do not contain any data.

‡Due to road construction and counter failures, various other entry point traffic totals for January through November 2003 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

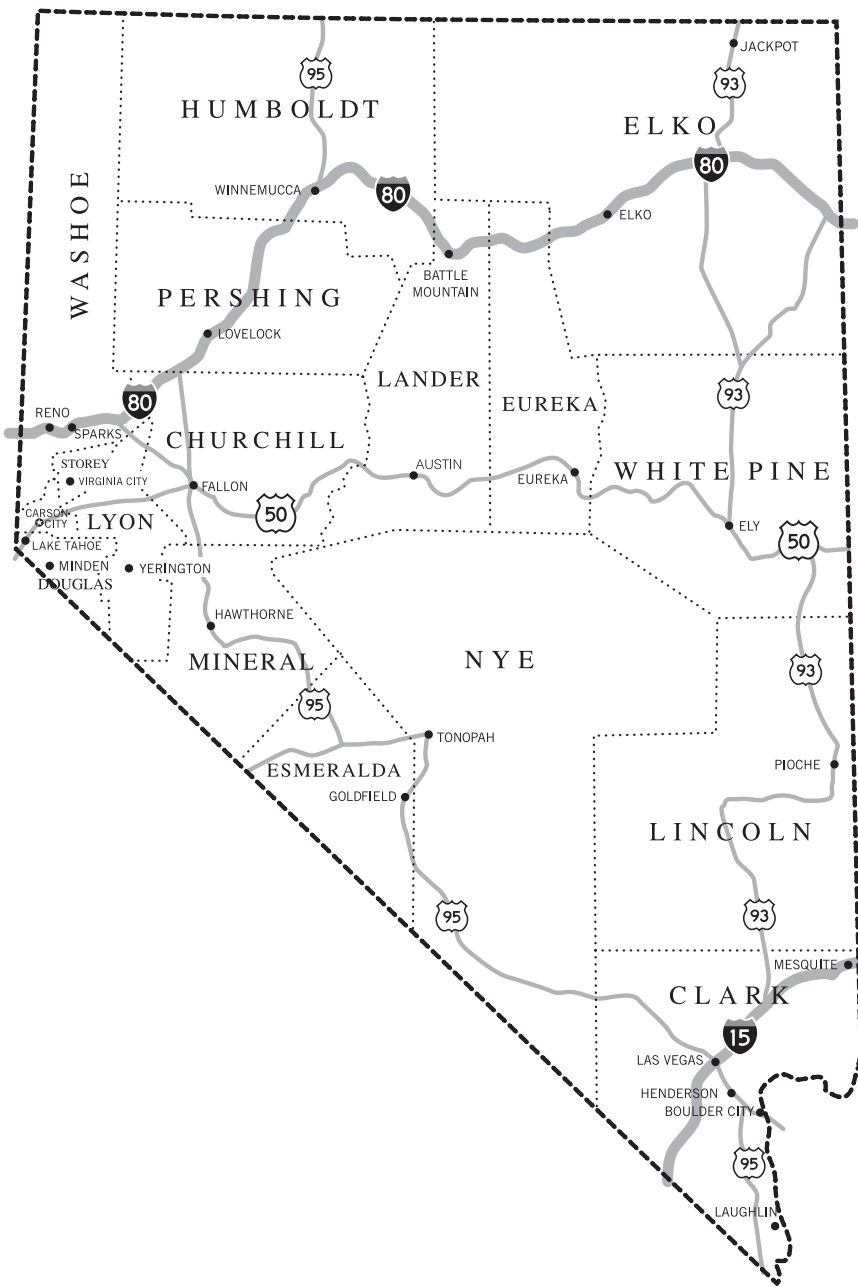
MONTH	2002	2003	PERCENT CHANGE
July	3,243,532	3,311,946	2.1%
August	3,324,670	3,440,593	3.5%
September	2,630,568	2,628,355	(0.1%)
October	2,076,567	2,160,491	4.0%
November	1,320,066	1,323,412	0.3%
December	1,118,913	1,120,226	0.1%

MONTH	2003	2004	PERCENT CHANGE
January	1,313,102	1,254,248	(4.5%)
February	1,233,561	1,255,813	1.8%
March	1,622,912	1,933,927	19.2%
April	2,043,653	2,370,613	16.0%
May	2,656,495	2,612,843	(1.6%)
June	3,124,419	3,077,779	(1.5%)
TOTAL	25,708,458	26,490,246	3.0%

Second Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Nevada State Parks	1,052,354	1,018,391	(3.2%)
Great Basin Nat. Park	28,429	28,105	(1.1%)
Lake Mead Nat. Rec. Area	2,456,990	2,386,061	(2.9%)
Hoover Dam Visitor Center	249,816	257,763	3.2%
Red Rock Canyon	212,752	200,069	(6.0%)
Grand Canyon Nat. Park	1,377,877	1,487,738	8.0%
Zion Nat. Park	863,560	923,387	6.9%
Bryce Canyon Nat. Park	419,213	485,025	15.7%
Death Valley Nat. Park	231,651	244,234	5.4%
Yosemite Nat. Park	931,925	1,030,462	10.6%
TOTAL (All Parks)	7,824,567	8,061,235	3.0%

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadaeda.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtuالتahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824
www.vegasfreedom.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2002 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechamber.org

Tonopah Convention Center

301 Brounger Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org